

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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July 18, 1997

RJR Account #236370

F. Gray

GRAYS WHOLESALE

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Fran:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	2
Light Men 100	12300-22592	2
Light 100	12300-22589	2
FF 100	12300-22590	1

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS **STRONGLY RECOMMENDED** THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: **September 8, 1997**

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is **NOT** added to Display)

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$1.005.50

51852 1830

B2G1F
GRAYS WHOLESALE

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (2.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162201

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers. For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



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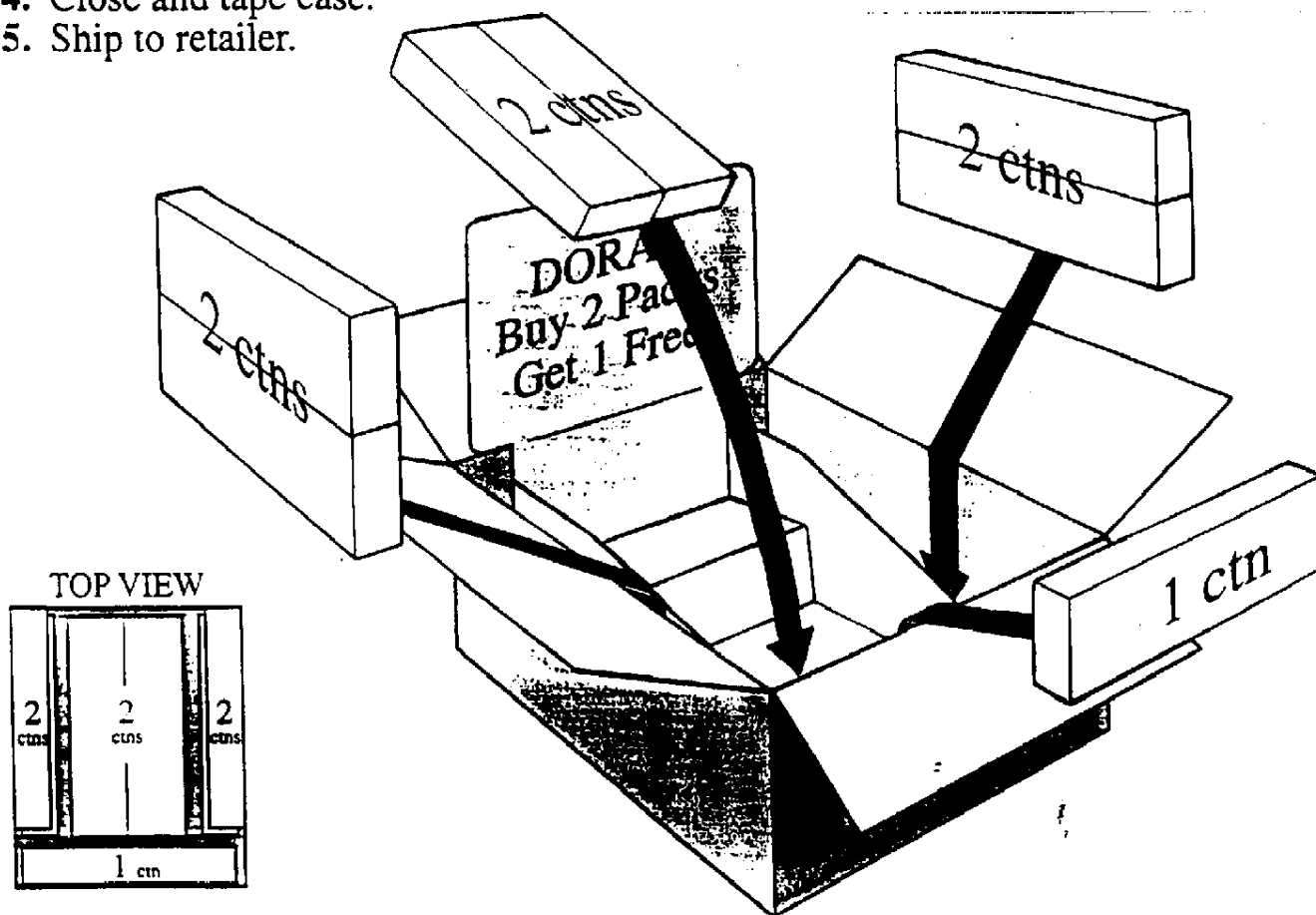
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>LT MEN 100</i>	<i>Light 100</i>	<i>ff 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

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WHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	5				(315) 788-6841
162201	162239	171563	AUBREYS SHOPPING CT	342 EAST BROADWAY	CAPE VINCENT	NY	13618	1				(315) 654-2381
162201		499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648	1				(315) 543-2790
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	2				(315) 287-0140
162201		590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676	2				(315) 265-0226
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625	1				(315) 262-2364
162201	162239	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	2				(315) 788-6555
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	1				(315) 628-4330
162201	162239	762908	GEARSBECK GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	4				(315) 848-2758
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	3				(315) 393-3050
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	5				(315) 232-4214

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 27

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